

REMARKS

Claims 13, 14, 18, 21, 23, 25, and 27-42 are currently pending and under consideration. In the Office Action dated December 22, 2008, the claims 13, 14, 18, 21, 23, 25, and 27-42 were rejected.

With this amendment, claims 13, 14, 18, 21, 23, 25, 27, 32, 34, 35-39 and 41 are amended.

I. 35 U.S.C. § 103 Obviousness Rejection of Claims

Claims 13, 14, 18, 21, 23, 25, 27, and 34-42 were rejected under 35 U.S.C. § 103(a) as being unpatentable over *Dedrick* (US 5,717,923) in view of *Lee* (6,751,459). Claims 28-33 were rejected under 35 U.S.C. § 103(a) as being unpatentable over *Dedrick* (US 5,717,923) in view of *Lee* (US 6,751,459) and further in view of Examiner's unsupported allegation of what was known at the time of the claimed invention. Applicant respectfully traverses these rejections.

In relevant part, each of the independent claim 13, 14, 18, 21, 23, and 27 recites a storage unit **detachably connecting to a terminal unit** which stores original profile information generated by a profile analysis processing part of a profile analysis server so that when a terminal unit is used, the terminal unit accesses the original profile information from the storage unit to obtain information peculiar to the particular user using the terminal unit.

This is clearly unlike *Dedrick* which fails to disclose or even fairly suggest any type of storage unit **detachably connecting to a terminal unit**, much less a storage unit which stores original profile information generated by a profile analysis processing part of a profile analysis

server so that when a terminal unit is used, the terminal unit accesses the original profile information from the storage unit to obtain information peculiar to the particular user using the terminal unit. Instead, *Dedrick* discloses a user profile database resident in the memory of a metering server. See, U.S. Pat. No. 5,717,923, Col. 9, l. 25-35.

Lee discloses a plurality of user and terminal unit records stored in a PMDNS database located on a server connected to a network. See, U.S. Pat. No. 6,751,459, Col. 11, l. 17-61. Further, nowhere does *Lee* disclose any type of detachable storage device, much less a storage unit which stores original profile information generated by a profile analysis processing part of a profile analysis server so that when a terminal unit is used, the terminal unit accesses the original profile information from the storage unit to obtain information peculiar to the particular user using the terminal unit.

The Examiner alleges that GPS technology in a computer networking environment was commonly known at the time of the invention. This allegation does not correct the deficiency in *Lee* and *Dedrick* as stated above.

As the Applicant's specification discloses, by having a storage unit detachably connecting to a terminal unit which stores original profile information generated by a profile analysis processing part of a profile analysis server so that when a terminal unit is used, the terminal unit accesses the original profile information from the storage unit to obtain information peculiar to the particular user using the terminal unit, a single memory card may be detached and attached to different types of terminal units and can collect information from each type of terminal unit to which the storage unit connects. See, Specification, Page 13-16. Further common profile information concerning the user can be transmitted to and from a profile

analysis server and the storage unit whenever the user connects the storage unit to a terminal unit. See, Specification, Page 13-16.

Therefore, because *Dedrick, Lee* and any combination of them fails to disclose or even fairly suggest each feature of claims 13, 14, 18, 21, 23, and 27, the rejection of claims 13, 14, 18, 21, 23, and 27 cannot stand. Because claims 25 and 34-42 depend, either directly or indirectly from claims 13, 14, 18, 21, 23, and 27, they are allowable for at least the same reasons.

Conclusion

Applicant respectfully requests withdrawal of the rejections and believes that the claims as presented represent allowable subject matter. If the Examiner desires, applicant welcomes a telephone interview to expedite prosecution and is available at the telephone number below.

Respectfully submitted,

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